Editor & Publ

pers view orida edict major threat ee page 9)

ofit squeeze en in Phase 4 ee page [1]

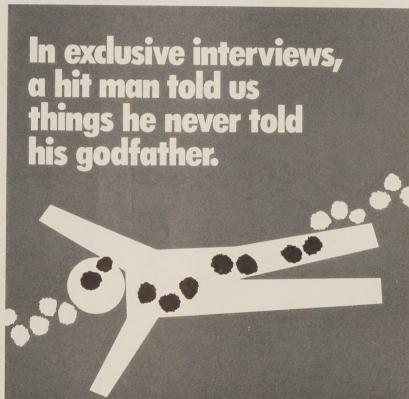
th Annual NDICATE RECTORY ullout section)

> A mob hit man recently told Tribune writer Robert Wiedrich how he terrorized, tortured and murdered for the mob.

> Wiedrich's interviews became the basis of an exclusive Tribune series that revealed the who, what, when and where of major kidnap-

pings, hijackings, bank robberies and murders -how killings have been arranged from behind bars—and much more.

Wiedrich's unique story is an example of what our readers have come to expect from the Chicago Tribune.



U. OF ILL LIBRARY
SHICAGO CIRCLE A step ahead of the times.



per minute; \$37,500. If you need that extra speed, we have it.

It's the kind of choice you'd expect from ECRM, the world's leader in OCR systems. And the kind of price tag that puts the world of OCR within easy reach of most newspapers and commercial printers. Whatever your demands, whether you have three or thirty input keyboards, ECRM has a system that will convert your edited original copy to computerized typesetting input at dazzling speed - and will pay for itself in one year's operation.

The choice is yours. If it's difficult, call us for complete details.

from the world leader in OCR systems . . .



205 Burlington Road, Bedford, Mass. 01730 (617) 275-1760



We've been depending on them since Detroiters began depending on us.

If they hadn't been doing their job so well for 100 years, our readers wouldn't know how well we've been doing ours.

For most of our 680,000 subscribers, the newsboy is their only personal contact with us. So it's important that he perform his role well.

The News provides Detroiters with the most complete news coverage in Michigan. And our newsboys give them the most thorough, reliable service.

The News has changed a lot in a century, because the

world it records has changed. But two of its original elements remain.

One is our overall commitment to journalistic excellence.

And the other is our newsboy.
We've come a long way since he began advising his neighbors to "Take it from me." In fact, today so many Detroiters take it from him that The News has the largest evening newspaper circulation in America.



HOW **MUCH DO** YOU KNOW **ABOUT NEWSPAPERS?**

If an old newspaper printer, away from the business for 20 years, came back to visit most any plant today, he'd find himself in a totally new world. With cathode ray scanners, cold type, photo-composition, tape perforators, direct printing or high-speed offset, he might as well be on Mars.

That is, unless he'd kept up with the developments of the newspaper business by reading Editor & Publisher. E&P has kept pace, informing readers of all developments in the changing technology of the newspaper field.

Are you keeping up to date on newspapers? You are if you're reading E&P every week.

ORDER YOUR SUBSCRIPTION TODAY

Only \$10.00 a year in U.S. and possessions and Canada, all other countries, \$25.00 a year.

Editor & Publisher

850 Third Ave., New York, N.Y. 10022 Telephone (212) 752-7050

EDITOR & PUBLISHER CALENDAR

23-Aug. 24-Seminar, "News Media in Western European Countries." Temple Univ. School of Comm. The Netherlands. Contact: Dr. Samuel Riley, Journalism School, Temple Univ., Philadelphia, Pa. 19122.
 30—Aug. 3—The Newspaper Guild annual convention, Hotel Vancouver,

Vancouver, B.C.

AUGUST

3-5-Associated Press Association of California, Arizona and Nevada, San

4-10-115th International Typographical Union Convention, Convention

Center, San Diego, Calif.

10-11—Newspaper Advertising Executives of the Carolinas Meeting, Royal Coach Inn, Atlanta.

12-17-Newspaper Association Managers, Inc., Golden Anniversary Meet-

13-16—National Advertising Show, The New York Hilton, New York City.
16—Montana AP Editors Association meeting, Big Sky Montana.
17-18—Montana Press Association Convention. Big Sky, Montana.
19-22—Association for Education in Journalism Annual Convention, Colo-

rado State University, Ft. Collins. 26-28—New York State Publishers Association. Otesaga Hotel, Coopers-

26-29—New England Association of Circulation Managers, Basin Harbor Club, Vergennes, Vermont.
 26-31—Police-Press Relations Seminar, International Association of Chiefs

of Police, the Washington Hilton Hotel, Washington, D.C.

29-Sept. I-International Newspaper Promotion Association-European Division. Hotel Zurich, Zurich, Switzerland.

SEPTEMBER

7-8-Oregon-Washington UPI Editors Conference, Canterbury Inn, Ocean Shores, Washington.

 7-9—Ohio Newspaper Classified Clinic. Pick-Ft. Hayes Hotel, Columbus.
 8—Hoosier State Press Association Advertising Conference. Sheraton Motor Inn, Indianapolis.

8-12—Canadian Circulation Managers' Association Annual Sales Con-

ference, Holiday Inn (downtown), London, Ontario, Canada. 11-14—Newspaper Advertising Executives Association of Canada-Eastern-25th annual Conference, Mount Royal Hotel, Montreal. 13-15—PNPA Classified Clinic, Hershey Motor Lodge, Hershey, Pa.

14-16-Mid-America Newspaper Conference, Muehlebach Hotel, Kansas City, Mo. 14-16—Pacific Newspaper Mechanical Conference, Southern Division, Bilt-

more Hotel, Los Angeles. 14-16—Maryland-Delaware-D.C. Press Association, Summer Conference,

Beach Plaza Hotel, Ocean City, Md. 17-20—Knight Newspaper Seminar, "Training, Developing and Evaluating

Your Employees," Miami.

20-22—Interstate Advertising Managers' Association & New York Advertising Managers' Bureau joint meeting, Pocono Manor Inn & Golf Club,

21-23-Indiana APME fall meeting, Holiday Inn, Interstate 65, Lafayette,

21-23—New England Press Association annual fall convention, (joint NYPA and NEPA meeting). Lake Morey Inn, Fairlee, Vermont.
22-25—Southern Circulation Managers' Association Annual Convention, Hilton Hotel, St. Petersburg, Florida.

24-26—INPA Southern Regional conference. Hyatt House, Houston.
26-29—Pennsylvania Newspapers Publishers' Association Annual Convention, Pocono Manor Inn & Golf Club, Pocono Manor, Pa.
27-29—Southern California UPI Editors' convention, Palm Springs, Calif.

28-30—Advertising Executives Association of Ohio Daily Newspapers sales clinic. Pick-Ft. Hayes Hotel, Columbus, 30-Oct. 3-INPA Eastern Regional conference. Colony Resort, Atlantic

City, N.J.

OCTOBER

4-7-Women in Communications, Inc., Annual National Meeting, Benson

Hotel, Portland, Oregon.
7-10—UPI Editors & Publishers Conference, Camino Real Hotel, Mexico

City.
7-10—INPA Western Regional conference. Washington Plaza, Seattle.

Vol. 106, No. 30, July 28, 1973, Editor & Publisher, The Fourth Estate is published every Saturday by Editor & Publisher Co. Editorial and business offices at 850 Third Ave., New York, N. Y. 10022. Cable address "Edpub, New York," Second class postage paid at New York, NY and additional mailing offices. Titles patented and Registered and contents copyrighted © 1973 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription \$10.00 in United States and possessions, and in Canada. All other countries, \$25.00. Payment in sterling may be made to Editor & Publisher, "External Account," Chemical Bank, 10 Moorgate, London, E. C. 2, England.
Postmaster: If undelivered, please send form 3579 to Editor & Publisher Co., 850 Third Ave., New York, N.Y. 10022.

The daily Plain Dealer delivers more adult readers in Cleveland-Cuyahoga County. Simmons proves it.



Out of 1,198,000 adults now living in Cuyahoga County, The Plain Dealer reaches 720,000 on an average weekday—or 12,000 more than the second paper.

This audience accumulates over six issues to 982,000 different adults. That's 82% of the total in the county—and tops by 16,000 the number reached by the second paper after six issues. And out of the 744,000 Cuyahoga County adults living in households with \$10,000-and-higher incomes, The Plain Dealer reaches 657,000 after six issues. That's 88.3% of

the total—and 51,000 more than the same cumulative reach of Cleveland's second newspaper.

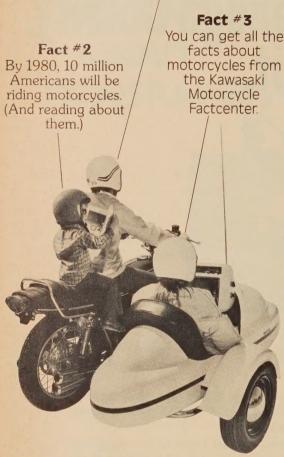
These are just three of the significant findings uncovered in a 1973 study of the county made by W. R. Simmons & Associates Research, Inc. For complete details, write to Alan H. Dant, Advertising Director, The Plain Dealer, 1801 Superior Avenue, Cleveland, Ohio 44114.

Or check with Cresmer, Woodward, O'Mara & Ormsbee, Inc., our national representatives. Offices in principal cities.



Fact #1

Ten percent of your audience has a motorcycle in the family.



The Kawasaki Motorcycle Factcenter is a central source for information on motorcycles. On motorcycles and the environment. On motorcycles and the energy crisis. On motorcycles and legislation. Motorcycle safety. Motorcycle history. Motorcycling personalities, trends and just about anything else about the world of two wheels and a motor.

By the way, if the Kawasaki Motorcycle Factcenter doesn't have all the information you need, we'll help you get it. If another manufacturer is the best source, we'll put you in contact. Call us. Anytime.

Kawasaki Motorcycle Factcenter

A service of Kawasaki Motors Corp. 1062 McGaw Avenue., Santa Ana, CA 92705 Factcenter Line: (714) 979-5552

CATCH-lines

By Lenora Williamson

THE WEEK THAT WAS—"For reasons unknown to me, one morning while having my coffee, I decided to quit smoking. Why? I don't know, but the past week has not been an easy one," explains Huck Young of the Shelby County (Ill.) News-Gazette.

"It has resulted in three mild fits, 2 real dandy ones, been in a state of convulsions 3 times, had 7 arguments, 18 pounds of peppermints, 3 cartons, not packages, of chewing gum—consumed, 26 miles walked over the weekend, from the family room to the ice box and back, but now I think I have it made.

Feel great."

That realistic report of Young's week is from the "Newslitter" of the Southern Illinois Editorial Association as edited by Bill Lyons of the S.I. University news service. Elsewhere, Bill reports also that the Centralia Sentinel's "Voice of the People" got a letter complaining for four and one-half inches about unsigned letters and asked that the paper require all writings to be claimed in print. This particular letter itself was signed "Concerned Citizen."

A NEWSPAPER LIFE—Nashville Banner columnist Red O'Donnell wrote a memo to the obit department. "This is the story of my newspaper career: I've spent 50 percent of my time getting news scoops and 50 percent of my time explaining why I got scooped."

THE NAME OF THE SPORTS COLUMN by Leonard Cahn for the *Rocky Mountain News* in Denver is, naturally, "Pro and CAHN."

TRUTH IN INDEXING—The Dallas Times Herald indicated in its news index column that "it was a big undertaking" when more than 1,500 funeral directors and morticians completed a convention in Dallas.

A RECIPE FOR BOSTON BAKED BEANS made an unusual—but appropriate—paragraph in the New York Times obit for Ida Bailey Allen, 88. The Times writer also used Mrs. Allen's comment that her sea captain grandfather had recommended pouring rum into the bean pot. The veteran newspaper food columnist and cookbook author always maintained that good home cooking is an antidote to a rising divorce rate.

MOSQUITO BITES VS. APPLICATION BLANKS—Dick Hartford, publisher of the Enfield (Conn.) Press, did a column about his longtime battle with mosquitoes, declaring the only place he is safe from mosquito bites in summer is on a sail boat. People, Dick notes, are skeptical of the authenticity of this odd circumstance, but he has found it useful when inter-

viewing reporters for jobs.

"If they survive the early stages of the interrogation—like can they read and write at least one language, preferably English—I give them the final test. I ask them to interview me on my hobby, sailing." Dick answers questions briefly to test the applicant's ability to dig for information. Most then ask why he likes sailing, and they get a short answer, "Because I hate mosquitoes." Only those that seek out the reason behind the foregoing statement get the job. Dick adds that he finds this technique works better than aptitude tests, and besides it's more fun for him.

HEADY HEADS—Canadian Press carried an amusing report out of Guelph, Ontario, about police spotting a fellow creeping through the suburbs with binoculars. They zeroed in on what they thought was a peeping Tom. It was a zoology professor who said the next time he goes bird watching at a feeding station in a residential area he'll let the neighbors know. Bill Twaddle, district editor of the Owen Sound (Ont.) Sun-Times headed the story: "PEEP, PEEP . . . er, uh, CHIRP, CHIRP."

And for the UPI story on the Cleveland Orchestra's sizeable deficit, the *Tiffin* (0.) Advertiser-Tribune head by Mary Jo Thompson sang out "Symphony lacking in C-notes."

EDITOR & PUBLISHER for July 28, 1973



- REACHING 2,228,000 ADULTS DAILY
- REACHING 1,413,000 READERS AGE 18-49
- REACHING 1,667,000 READERS IN FAMILIES OF 3 OR MORE
- REACHING 1,306,000 READERS IN HOME OWNING FAMILIES
- LARGEST HOME DELIVERED CIRCULATION IN THE U.S.



STAR-LEDGER • L. I. PRESS S. I. ADVANCE • JERSEY JOURNAL

Editor & Publisher

Robert U. Brown Publisher and Editor

James Wright Brown Publisher, Chairman of the Board, 1912-1959



Charter Member, Audit Bureau of Circulations Member, American Business Press, Inc



6 mo. average net paid Dec. 31, 1972—25,038 Renewal rate—75.24%

Compulsory publication

In its tortured reasoning, the Florida Supreme Court decision—upholding that state's 60-year-old statute guaranteeing a right of reply to candidates for public office who have been criticized in the presssays "this statute enhances rather than abridges freedom of speech and press protected by the First Amendment."

The majority opinion found the law to be constitutional and states: "A half free press would be deceptive to the public. Florida Statute 104.38, in the interest of all the people, provides that candidates for public office under certain prescribed circumstances shall have a right of reply, a right of expression. It does not deny to the owner of the instruments of the newspaper industry any right of expression. The statute assures and does not abridge, the right of expression which the First Amendment guarantees. The statute supports the freedom of the press in its true meaning—that is, the right of the reader to the whole story, rather than half of it-and without which the reader would be 'blacked out' as to the other side of the controversy."

The court is blind to the fact that compulsory publication, which this is, constitutes a threat to a free press as serious as censorship or any other control over the publication of news and editorial opinion.

The doctrine of compulsory publication, or right of reply, knows no limits. The Florida statute applies only to "candidates for nomination or for election in any election." If the decision is allowed to stand, the next step will be to expand the "right" to all government officials and office holders; then, to others.

Constitutional provisions of the First Amendment prohibit the government—any government—from limiting the right of the press to publish news and editorial comment and it is equally unconstitutional for state or federal government to compel a publisher to print a statement from other persons against the editor's or publisher's will and judgment. When government limits or adds to that which a publisher must distribute, then freedom of speech and of the press are diminished.

It is our fervent hope that the Supreme Court of the United States will uphold that historic view.

Is advertising wasteful?

Ralph Nader has told a House Committee that food advertising is wasteful because it leads consumers to spend more of their dollars than they otherwise would and increases the demand for limited food supplies. The average consumer is colossally stupid, according to him. We don't believe it.

Of course, advertising increases the sales of any worthwhile product. But by doing so it makes possible mass production and reduces the per unit cost. Elimination of advertising no doubt will result in lower demand, which in turn will bring lower production followed by higher per unit prices. The consumer will be worse off.

The idea that advertising makes people buy what they don't need and do not want is a myth. It does increase desires, incentives and appetites and that's why we have the highest standard of living in the world.



The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: Margaret C. Fisk, Mark Mehler, Jeffrey J. Mill, Edward M. Swietnicki, Lenora Williamson.

Editorial Assistant: Marie Stareck.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: Donald L. Parvin, W. F. Pierce, Richard E. Schultz, Kenneth Schmitt, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann

Marketing and Research Manager: Albert E.

Librarian: Adelaide Santonastaso.

OFFICES

General: 850 Third Avenue, New York, N.Y. 10022. Phone: 212 752-7050. TELEX 12 5102

Chicago: III East Wacker Drive, 60601. Phone 312-565-0123. Gerald B. Healey, Editor. Willard L. Pierce, Richard E. Schultz, Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

INDEX TO THIS ISSUE

alendar																2	
atch-lines	s											4				4	
irculation	١.,		, .													19	
lassified	clin	ic						*	,	,						24	
lews peop	ole															21	
tock price	es .															13	
yndicates																27	
hop talk															4	36	

C

letters

SPORTS VS. SHOW BIZ

Jim Brachman of the San Francisco Chronicle asked, in a letter in the July 14 issue of E&P, how can sports like roller derby and professional wrestling, which gross millions of dollars a year, be ignored by the press.

The answer is rather simple. The same way the sports departments of newspapers ignore ice follies, burlesque, and concerts.

They are show biz, not sports.

Our newspaper was asked the same question by a roller derby promoter when the "Tri City Bombers," or some such name, was going to start a series of battles for the "world championship" in our city on Sunday evenings.

So, we tried. Before the first show was half over the exhibition of "sports" was such a farce it was difficult to keep from walking out with an upset stomach. Perhaps the major leagues of roller derby around San Francisco have a better team of actors and the "show" is not as embarrassing to watch, as you sometimes are embarrassed at a high school play watching the kids fumble over their lines.

At any rate, there is no denial that roller derby and pro wrestling packs in the crowds in large cities. But, large crowds don't necessarily dictate what a sports department will cover or not.

Incidentally, after capacity crowds at the first three or four roller derbies in Elyria, attendance started dropping sharply as the novelty wore off and the series of shows finally died here from lack of box office support. And, it wasn't from lack of publicity because our newspaper put in advance stories, with pictures, before each show. We even tried printing the results, without personal coverage because none of our reporters would accept the assignment after the first exposure. However, the publicity chairman soon stopped dropping off results and we did not have one single complaint from readers who couldn't read about their favorite roller derby team.

Anyway, to compare roller derby and pro wrestling, examples of pure corny show biz, with the world series of baseball, is like comparing a cartoonist for an underground newspaper with a famous classical painter from Europe.

They may be both hand-painted pictures (as opposed to photographs), just as the world series, football, basketball, etc., are



By Wayne Stayskal, Chicago Today

entertainment, as show biz is. But, in reality, there is a world of difference.

And, unless Mr. Brachman is connected in some way with roller derby, he should have the horse sense to see that.

JERRY ROMBACH

Sports Editor Chronicle-Telegram Elyria, Ohio

RESENTS BASEBALL ATTACK

It is unfortunate that Editor & Publisher would lower itself to printing a letter in favor of such "sports" as professional wrestling and roller derby.

Although I am certainly not a baseball fan, I resent Mr. Jim Brachman's remarks about the sport in the July 14 edition of E & P whether or not they were in jest.

I still fail to understand why wrestling and roller derby performances should be covered in sports pages since, as Mr. Brachman correctly pointed out, they are fake and the results of their performances are known to the participants beforehand.

If they must appear somewhere in the

paper, why not in the theater section? For example, "Dick the Bruiser turned in one of his finest performances in years last night as the villain in a new off-Broadway professional wrestling production." You get the idea. The performers could be reviewed on the "realism" of their fakery.

R. P. GRIFFIN JR.

Aurora (Ill.) Beacon-News

Short Takes

"... 29 retired ... Firemen are receiving monthly chicks in recognition of their service to the County."—Gaithersburg (Md.) Gazette.

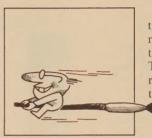
He is departing after 31 years in the Foreign Service, including 16 months in a pot . . .—Toledo (Ohio) Blade.

The elevation of Archbishop M...and 27 others to the Scared College of Cardinals...—Boston Sunday Globe.

Some good reasons why you should be using The New York Times News Service

Get it all: The New York Times worldwide daily news report boiled down to 50,000 words, seven days a week, including spot news, columns, features and in-depth articles. You get it all right, too.





Provide a rich diet of cultural news and reviews of books, music, art, the dance, movies, theater, TV, radio, architecture. Times critics and reporters roam the world uncovering trends that shape our culture.

Color your editorial page. With a full range of viewpoints. But always just right, no matter who's doing the commenting: James Reston, Tom Wicker, Anthony Lewis, C.L. Sulzberger, Russell Baker or William Safire. Sixteen columns a week.





Round out the world picture. Coverage of the full range of human affairs sharpens the focus on major news breaks and fills out inside pages, too. With articles on science, education, law, religion, travel, Family/Style and Man (or Woman) in the News.

Play ball—all kinds—with your audience. Here's a sharp look inside every major national and international sport through the eyes of Red Smith, Arthur Daley and Dave Anderson. Eight columns a week. Plus advance and spot coverage of major sports events. Features, too.





Offer more to your readers. Exclusive spot and in-depth reports from The Times of London. As well as an exclusive daily afternoon report from the Washington Star-News to update The New York Times own reportage from the nation's capital.

Give readers the business (and financial) news, too. Amex, OTC, NewYork Stock Exchange, corporate news, patents, plus Financial Briefs and Market Place columns daily. Not to mention Personal Finance, The Week in Finance and other features weekly. Coverage? Like nobody's business.





Brighten and deepen every page and strengthen every department of your newspaper. Just get in touch with R. R. Buckingham, editor and general manager, or Richard Long, manager, to get full information. Call collect today: (212) 556-7087.

The New York Times News Service 229 West 43d Street, New York, N.Y. 10036

Every Saturday Since 1884

Newspapers blast Florida ruling as serious threat

By Mark Mehler

The Florida Supreme Court decision upholding a law requiring newspapers to give equal space and display to candidates' rebuttals of printed criticism was branded "frightening" by newspaper editors throughout the country.

In a 6-1 decision (July 18), the court reversed a Dade County Circuit Court ruling of last October which had found the 60-year-old law unconstitutional.

The statute provides that "if any newspaper assails the personal character of any candidate or attacks his official record . . . or charges said candidate with malfeasance or misfeasance in office . . . or gives to another free space for such purpose, such newspaper shall upon request immediately publish free of cost any reply he may make thereto in as conspicuous a place and in the same kind of type . . . provided such reply does not take up more space than the matter replied to."

Violation of the law is a first degree misdemeanor, and carries a penalty of up to one year in jail. The high court sent the case back to Dade Circuit Court for final determination.

Stemmed from suit

The decision stemmed from a suit by Pat Tornillo, Jr., an unsuccessful candidate for the Florida Legislature last fall. Tornillo had sued the Miami Herald, one of the 11-member Knight group, for refusing to print verbatim his replies to two editorials critical of him (E&P March 24).

Miami Herald editor Don Shoemaker called the decision an "infringement on freedom of the press and a denial of due process because it is too vague." He said the newspaper will appeal the decision to the U.S. Supreme Court.

In upholding the law, the Florida court

"This will encourage rather than impede the wide-open and robust dissemination of ideas and counterthought which is essential to intelligent selfgovernment." The court rejected the arguments that the law infringed on free press, declaring that "the provision was enacted not to punish, coerce, or censor the press, but rather as part of the centuries-old legislative task of maintaining conditions conducive to free and fair elections."

The court also maintained that it is becoming more difficult for candidates to

gain access to newspaper columns. "The right of the public to know all sides of a controversy . . . is being jeopardized by the growing concentration of ownership of the mass media into fewer and fewer hands, resulting ultimately in private censorship."

"By this tendency toward monopolization," continued the majority, "the voice of the press tends to become exclusive in its observation and its wisdom, which in turn deprives the public their right to know both sides of the controversy.

Guidelines for replies

The majority spelled out the guidelines for printing candidates' replies: "The mandate of the statute refers to any reply which is wholly responsive to the charge made in the editorial or other article being replied to, and that is neither libelous nor slanderous of the publication, nor anyone else, nor vulgar or profane.'

The lone dissenter, Justice Joseph Boyd, Jr., maintained that "to the extent the government limits or adds to that which a publisher must distribute, freedom of the press is thereby diminished."

In an editorial in the Herald, the newspaper called the decision "full of sectional bias and narrow parochialism," and said the court "has joined the ranks of those who are taking cheap shots at the media."

Boyd said that "almost everyone whose name has been carried frequently in the media has been offended, at one time or another," and "if there exists a problem in this state of affairs, the muzzling of a free press is not the solution."

Newspaper editors in general feel the ruling would give every state imprimatur to enact similar laws to give equal space and display to every candidate, no matter

Shoemaker said, "If the court upholds this ruling, we couldn't publish a newspaper. We'd just be printing charges and replies from hundreds of candidates, some of them real, and some who got their names on the ballot with no chance of winning or even affecting the election."

Threat to news columns

Larry Jinks, executive editor of the Herald, voiced concern that the decision would affect the news columns as well as editorial. "Our lawyer is convinced that

the law would limit news coverage also. What could happen is that somebody could now use this decision to completely neutralize the role of newspapers in covering campaigns. I have many friends in tv news who tell me they must be exceedingly careful about how they report campaigns under the fairness doctrine. Similar regulations applied to us would severely limit our function as investigative reporters."

Jinks said the paper would file the standard petition for a rehearing, which would almost definitely be rejected, and then the appeal would be filed in the U.S. Supreme Court. "We are convinced it (law) will be struck down there."

Jinks also said a bill has been pre-filed in the Florida legislature by Senator Lori Wilson, of Brevard County, which would repeal the present law. However, the legislature does not convene until next spring, he said.

Jinks also said that the decision was at least in part related to the size of the Herald. The majority, in citing the "demise of vast numbers of newspapers, and rapidly vanishing competition," had noted that the Herald is the largest newspaper in the state, and is a regional and international newspaper in addition to a large

'Bad and dangerous'

Clayton Kirkpatrick, editor of the Chicago Tribune, said he had not had time to study the decision fully, but that he considered the ruling in principle a "bad and dangerous one." "Anytime a newspaper is forced to publish an order, there is the risk that people who are pushing the buttons will control the product." He said the key role of the editor in selecting news could be drastically altered. "They could very easily swamp you with volume and in the process crowd out news which professional news editors determine is much more important.'

The New York Daily News, in a July 20 editorial, said: "Carried to its logical conclusion, the verdict would expose newspapers to endless harassment by politicians and just about everyone else who differed with them on any issue. We cannot believe the U.S. Supreme Court will permit this

grave injustice to stand."

The New York Times, in a July 22 editorial, termed the decision "shocking." "Would an incumbent governor or legislator or President be free to demand that he be allowed to answer every critical editorial comment on his acts and policies in office? Would every rebuttal by a newspaper then entitle the official to a counterrebuttal? Could the editor be legally challenged if he declined to print the reply in full, no matter how much of it might be irrelevant campaign harangue-and would the editor be told by the court how prominently the reply had to be printed in order to insure equality?"

Senate urged: act soon on newsprint shortage

Richard B. Scudder, chairman of the board of Garden State Paper Co., Inc., Garfield, N.J., has urged the U.S. Senate Commerce Committee to give "careful consideration" to growing shortages of domestically-produced newsprint.

Scudder added that his company would soon formally request the Secretary of Commerce to exercise the powers of the Export Administration Act of 1969 to limit the exportation of waste newspaper to Asian markets to ease the current domestic crisis.

The Senate committee is reviewing legislation to limit export of raw materials. Scudder, whose company has scheduled a \$10 million expansion program (E&P July 7), told the committee that the present newsprint shortage was worsening and would become even more "critical" by fall

He cited the case of two large West Coast publishers who are each 7-10,000 tons short of newsprint. He said that smaller independent and commercial printers were the most seriously effected, and that some California independents had been completely cut off from their supply. He presented a recent West Coast study by the McKinsey Co. to support his claims.

"We have canvassed nearly all the major East Coast newsprint suppliers to see if they could help furnish 1,000 tons a month to our eastern newspapers," said Scudder, "but not one mill could furnish even a single ton of additional newsprint."

Waste demand is key

Scudder pointed to "sky-rocketing" demand for waste paper from Japan, Taiwan, and Korea as a principal cause of the shortage on the West Coast. Monthly exports of waste newspaper from the West Coast to Asia have increased from 2,000 tons a month in 1972 to about 6,000 tons monthly this year, he said.

"It is estimated that these exports will increase from the current 6,000 tons monthly to a minimum of 8,000 or a maximum of 11,000 tons per month in 1975," he said. "We fear this Asian demand may be insatiable." Department of Commerce figures show exports of all waste paper have increased 235% this year.

Scudder gave inflation, extremely high prices for paper products, and two U.S. dollar devaluations as factors enabling Asian countries to pay higher prices. "Japan, for example, imports only a small part of its total waste paper requirement, but pays uneconomical prices to keep purchasing pressure off the price of its raw materials at home." One Japanese manufacturer, he said, has reportedly offered to pay \$80 per ton for waste newspaper.

Scudder said his own company, which supplies newsprint to West Coast papers, received only 7,700 tons of waste paper from West Coast sources in June, far below the 10,300 tons it has been supplying to papers in California, Nevada, and

Arizona. The company expects to receive only 7,000 tons in July. "Garden State has already lost 20,000 tons of newsprint out of its inventory this year," Scudder reported.

"Up to now, we have made up the raw material deficit on the West Coast by shipping waste newsprint from Chicago at \$30 per ton in freight costs, and from Omaha, Houston, Kansas City, and Denver." he told the senators.

Scudder also condemned the massive importation of newsprint from Canada and its adverse effect on the U.S. balance of payments. In 1972, seven million tons were imported (most from Canada) at \$170 per ton.

Garden State, a subsidiary of Media General, Inc., with mills in Pomona, Calif. and Alsip, Ill. (jointly with Fields Enterprises), produced 360 thousand tons of newsprint last year from waste newspaper.

"At \$170 a ton, our production represented a savings of balance of payments accounts of \$170,000 a day," he said. "This is accomplished without the loss of a single tree, and with a savings of 75% in the use of energy as compared with virgin wood pulp newsprint operation."

Looking toward expansion

He told the committee that the company is looking to expand its operation, and that it has been approached by a California publisher to form a joint venture for the construction of three additional mills in California, Texas, and the Northwest. He said discussions have also been held with Chicago Sun-Times and Daily News publisher Marshall Field regarding plans for a second plant in the Chicago area. Scudder told E&P, however, that he doubted anything would be done until the government takes some action on exports.

The Export Administration Act of 1969, the basis for the company's request to the Secretary of Commerce, provides for the limitation of exports under three conditions: excessive foreign demand, demonstrated local shortages, and overall inflationary effect. All three, Scudder said, are existing conditions.

Scudder and other newsprint executives likened the situation to shortages in other industry products, including food and raw metals. Scudder said the \$1 billion deficit in balance of payments resulting from massive importing has curtailed domestic newsprint operations, and is leading to serious shortages of waste newspaper and virgin pulp. "Our goal," he said, "is to increase our production to one million tons a year."

Newspapers throughout the country, particularly in the west, are feeling the pinch already. The *Greeley* (Colo.) *Tribune*, the state's eighth-largest daily, was forced to drop its Saturday edition

starting July 21 due to newsprint allocation problems.

Other West Coast newspapers, while not resorting to cancelling editions, have non-theless been unable to accept outside publishing contracts. Papers ranging in circulation from several hundred thousand to several thousand have been forced to limit their size.

New NYC daily awaits city OK

Publishers of a planned new afternoon business daily for New York City are in the "process of purchasing equipment and awaiting a construction permit for alterations," according to Bruce Mair, former president of the defunct Newark Evening News, who is involved in the early organizing efforts for the new daily.

The new newspaper, tentatively titled the New York Press, is being planned by millionaire industrialist John M. Shaheen. Shaheen is the owner of Shaheen Natural Resources; an oil, paper and chemical company.

The new paper needs a construction permit to make changes in the Press plant—the former Morning Telegraph building at 525 W. 52nd St. Mair said there were "no zoning problems" in obtaining the permit—just city red tape.

Mair said no publication date has been set and no hiring is being done yet. Earlier Shaheen reported that Goss Metro offset presses were being installed.

Mair said the paper is "still negotiating" with manufacturers of other newspaper equipment. The paper will be fully automated, using the latest electronic methods.

The publication will be full-size, priced in the 15-25 cent range with circulation primarily at newsstands in the more affluent areas of New York. The paper is aimed at competing with the *Wall Street Journal*, with half business and financial news and half general news.

Find arson evidence in newspaper blaze

Investigation of a fire that destroyed \$20,000 worth of newsprint in an Ashtabula, O. warehouse owned by Rowley Publications Inc. indicates arson, according to Ashtabula fire chief Charles C. Mosier.

Mosier said that while there is no evidence linking the fire to the strike of printers (E&P, July 14) at the Painesville (O.) Telegraph, a Rowley newspaper, "that is a possibility we have to consider."

Mosier said someone apparently used a passkey to enter the warehouse (July 17) and evidence indicated the intruder splashed gasoline about the premises and ignited it.

Damage to the brick-and-concrete building was estimated at \$1,000. About 200 rolls of newsprint were destroyed in the

Profit squeeze expected as Phase 4 progresses

By Edward M. Swietnicki

The new Phase 4 price regulations are expected to put an accelerated profit squeeze on newspapers and publishing firms, particularly in the fourth quarter this year.

Undetermined at present is what impact the new economic controls will have on the advertising plans of retailing giants and large food processing companies.

John Crichton, president of the American Association of Advertising Agencies, said "A lot of people are worried about the fourth quarter." The association's 386 members handle about 75 per cent of the national advertising placed through advertising agencies.

Shortly after the Phase 4 rules were announced July 18 James MacFarland, chairman and chief executive officer of General Mills, said, "contrary to the impression many headlines have created, food prices will remain under controls that prevent pass-through of rising costs."

George W. Koch, president of the Grocery Manufacturers of America, noted, "under Phase 4 nothing really has changed for the consumer. Food prices will go up, possibly even higher than they would have without controls, and shortages and dislocations will continue."

An exemption is sought

Finance spokesmen for large newspaper and publishing companies see 1974 as the year of difficulty for profit earnings because of nearly two years of controls. A coalition of the American Business Press, the Magazine Publishers Association and the National Newspaper Association is seeking an exemption from Phase 4 controls. (On August 12 companies with 60 employes or less will be exempt from the regulations).

Lee E. Dirks of Rockville, Md., who specializes in analyzing newspaper and publishing company stocks, told E&P that even at this time there is confusion about all the details of the new Phase 4 ruling.

He said one large newspaper publishing company "reads the regulations to mean that before new price increases may be put into effect existing hikes granted earlier this year have to be justified. Another newspaper company doesn't read the regulations that way. There's confusion." The Phase 4 regulations, he observed, are spelled out in 83 pages of a single spaced booklet text "using tax lawyer language."

Washington Post Co. officials now believe the Phase 4 rules are much more stringent than many companies had anticipated. Martin Cohen, comptroller of the Washington Post, said companies which made their allowable price increases this year will not be affected as much as the companies which did not.

Allen H. Neuharth, newly-named president and chief executive officer of Gannett Co. Inc., told the Los Angeles Society of Security Analysts July 19: "Phase 4, less than 24 hours old, is still too sketchy to permit positive conclusions. But our initial examination of the broad policy indicates it should have no adverse effect on Gannett earnings, assuming there are no surprises in the detailed industry regulations and that the plan is fairly administered."

Gannett is optimistic

One stock analyst who spoke to Gannett Co. and Washington Post executives said Gannett appears to be more optimistic about "living under Phase 4" than Washington Post executives.

James C. Goodale, senior vice president of the New York Times Co.. said "Our assumption is that Phase 4 will be substantially similar to Phase 2. Basically we look forward to continuance of past performance." The Times company reported its second quarter net income was nearly \$5.8 million, or 51 cents a share, up from \$2.8 million, or 24 cents a share, a year earlier. The company, which publishes the New York Times, raised its advertising rates by 5.5 per cent last April for all letterpress classifications.

Frederick Chait, president of the *Philadelphia Inquirer* and *News*, said the Knight newspapers don't anticipate any "really major differences" at present under Phase 4 controls.

J. Kendrick Noble Jr., vice president of Auerbach, Pollak & Richardson Inc., had this summary observation: "Phase 4 is tough. I think it's going to be extremely difficult for newspapers and other companies to get any price increases for the rest of the year. Advertising is the big external factor now for newspapers. On balance I see it slightly negative for advertising dollar volume. If Phase 4 stays unchanged in 1974 I can see problems increasing."

Niagara Falls to get 2nd daily this fall

The weekly Niagara Falls (N. Y.) Observer plans to go daily this fall, according to publisher Ronald E. Mort.

Mort said the newspaper is planning a formal announcement of the move in the next week or two. He said new equipment is currently being moved in, including facilities for UPI wire transmission.

The new daily Observer will be published mornings and is aiming for a circulation of about 24,000, said Mort. He said changes were being planned in the paper's layout.



Susan Garvey

Promotions at WRN

Six editorial department promotions have been announced by the Westchester Rockland Newspapers, N. Y., a member of the Gannett Group.

Susan R. Garvey, editor of the weekly Bronxville (N.Y.) Review-Press and Reporter, was appointed editor of the Mount Vernon (N.Y.) Daily Argus, becoming the second woman this year to be named to a key executive position in the 54-member Gannett Newspaper group.

Donna Boylan, a reporter for the Tarrytown (N.Y.) Daily News, succeeds Garvey as editor of the Bronxville weekly. Barry Hofman, city editor of the White Plains (N.Y.) Reporter Dispatch, was named regional managing editor for the northern Westchester and Putnam County areas. Gene Cudworth, a reporter for the County News Bureau of the Westchester Rockland Newspapers, was named city editor, succeeding Hofman, at the Reporter Dispatch while Jim Heller, a staff writer for the newspaper, was named Putnam bureau manager. Richard Tracy was named city editor of the New Rochelle (N.Y.) Standard-Star, succeeding Richard Gardella, resigned.

Tuite succeeding Roach as sports ed at N.Y. Times

James Tuite, an assistant sports editor at the *New York Times*, will become sports editor October 1, following the retirement of James Roach.

Tuite, 52 joined the Times in 1946 as a sports copy editor, then became a picture deskman, national news deskman, and in 1958, was named to his present position.

Roach, 65, was a sports writer and copy editor at the New York World for 3 years, before its sale in 1931, the year he joined the Times' staff. He was the Times' horse racing writer for 12 years and has been sports editor for 15 years.

Marketing plan seen as spur to co-op advertising funds

By Jeff J. Mill

The director of retailer-vendor relations for the Newspaper Advertising Bureau believes manufacturers who find their cooperative advertising funds are largely unspent should offer retailers a marketing and advertising plan to help them turn over their inventories. In additon, the plan would provide important financial assistance, it was said.

Richard R. Bogash disclosed that in addition to the \$2 billion currently being spent on co-op ad activities by vendors, some \$800 million to \$1 billion in available vendor money went unspent last year.

Bogash told a Newspaper Advertising Co-op Network (NACON) seminar in Louisville, Ky. that as much as \$1 billion in co-op funds went unused in 1972 because many major retailers have run out of capital to participate in co-op plans.

Also, Bogash noted during the NACON seminar July 22-25, too much co-op money was funneled into "small, unsophisticated mom and pop stores."

Need for small stores

Bogash told the audience of advertising representatives from 75 newspapers and executives of large manufacturers and retail chains that small stores need "marketing and advertising expertise" as well as money. Bogash said revised Federal Trade Commission guidelines in the wake of the Fred Meyer decision could be useful in bringing new advertisers into the market.

Bogash said newspapers could work "as an extension of the existing sales force" for manufacturers. He reasoned that coop advertising could be a "real solid tool" and not merely "a necessary evil."

Plans for new co-op ad campaigns to be launched shortly were outlined by representatives of the Eastman Kodak Co. and the Yale division of the Eaton Corp.

NACON president Charles Bresnehen urged his members to become more aware of local retailing problems of "merchandising and the movement of products." Breshnehen told the group that "four to six weeks prior to the appearance of a co-op ad" is the "most important" time for co-op coordinators. By helping "move products" co-op coordinators can stimulate new advertising, Bresnehen said. The Kodak plan will be built around Christmas advertising. Michael Denesha, Kodak special dealer advertising services head, outlined the two-option plan for rewarding retailers orders.

Denesha explained that Kodak dealers will be offered a choice of either deferred pay or a Christmas discount in return for an automatic advertising allowance.

The plan extends through Christmas, with Kodak assuming 50 percent of media cost from September 1, 1973 through February 28, 1974. Kodak will then assume ½ of media cost from March 1 to April 14, 1974.

Kodak has also expanded market coverage from 50 major markets last year to 80 markets this year.

Kodak will provide material to newspaper outside the top 80 markets for use in local ads.

Additionally Kodak is finalizing plans for a fourth quarter national ad campaign involving a series of 1200 and 2400-line ads, and open "new small space ad assortments." Kodak will also produce color ads for Sunday supplements.

Yale Lock and Hardware is entering the co-op field "very, very gingerly," according to Lock and Hardware division ad manager Donald Kaiser. The co-op plan begins August 1 and runs to the end of the year. Kaiser said the plan could mean an average "\$100 to \$300" for local retailers, as Yale seeks to build consumer product identification.

David Rose, merchandising manager for O. M. Scott and Sons, the lawn products manufacturer, disclosed that this year Scott would handle its own group advertising. Previously, Scott had relied on an outside ad agency for group ads.

Rose said he hoped the action would obtain the local retail rate for Scott retailers. Previous group ads had been at a higher rate, causing many local retailers to "rebel."

In discussions on co-op efforts on behalf of the National Retail Hardware Association (NRHA), NACON members were urged to make better use of (NRHA), co-op efforts. NRHA co-op funds have not been used to capacity.

General Electric Co. earlier awarded prizes to three newspapers and their co-op directors for suggested ads of G-T products. The winners were Ross Dabley, Milwaukee Journal; Art Sievert, Louisville Courier-Journal and Darrell George, The Arkansas Gazette.

APME polls editors on Watergate story

The Associated Press Managing Editors General News Committee is seeking to learn the feelings of working editors within the journalistic profession about the role of newspapers in the Watergate story.

It has sent a questionnaire to members through George N. Gill, managing editor of the Louisville (Ky.) Courier-Journal, and chairman of the General News Committee, pointing out that newspapers have played a significant role in not only reporting the story but uncovering it.

Gill said that many people from outside the profession have voiced strong opinions about the role of newspapers in Watergate, both favorable and unfavorable. The committee's questionnaire asked:

Overall, how do you feel newspapers have performed in uncovering and presenting the story of Watergate?

How do you feel this performance has affected the credibility of newspapers?

Many news stories have made widespread use of unidentifiable sources and leaks from grand jury and other confidential proceedings or papers. Do you generally agree or disagree with this technique?

Do you feel newspaper coverage has damaged the rights of individuals in being guaranteed fair trials in any criminal or civil proceedings?

Do you feel that newspaper coverage has been generally fair to President Nixon?

Based on your feelings in the above questions have you adopted any special techniques or policies in the handling of Watergate stories in your paper? If so, please explain.



ON HAND at an announcement of a \$1 million grant from the Gannett Foundation to the University of Florida College of Journalism and Communications were, from left, Florida Governor Reubin Askew, Gannett president Allen Neuharth, Gannett chairman Paul Miller, University president Stephen O'Connell, and Florida Gannett president James Jesse. The grant was for the construction and equipping of a new building to house the school's 1,000 students.

N.Y. Times, Knight papers in strong gains

Knight Newspapers, Inc. reported strong gains in second quarter earnings with increased advertising linage as a major factor in its continuing profit growth.

The 1973 second quarter results compared with the 1972 second quarter were: earnings per common share, 63 cents, up 14.5 percent from 55 cents; operating revenue, \$86,569,000, up 10.2 percent from \$78,552,000; net income, \$6,526,000, up 13.4 percent from \$5,754,000.

Results for the first six months of 1973 as compared with the 1972 period were: earnings per common share, \$1.03, up 14.4 percent from 90 cents; operating revenue, \$164,204,000, up 9.2 percent from \$150,431,000; net income, \$10,711,000, up 13.5 percent from \$9,439,000.

Total advertising linage gains were 8.7 percent over the 1972 second quarter, and 8.2 percent over the first six months of 1972

Board chairman James L. Knight and president Lee Hills reported continuing leadership in the technological revolution with major new computers at the Miami Herald and the Philadelphia Inquirer and Daily News, and on order for the Detroit Free Press and the Charlotte Observer and News. The newest "third generation" photocomposition equipment is installed at Miami and on order for Philadelphia.

N.Y. Times report

The New York Times Company reported July 18 consolidated net income for the three months ending June 30, 1973 of \$5,773,000, compared with \$2,823,000 in the second quarter of 1972.

For the first six months of 1973, consolidated net income was \$9,741,000, compared with \$5,243,000 for the corresponding 1972 period.

The company also reported consolidated revenues for the six months amounted to \$175,395,000, compared with \$161,069,000 for the first six months of 1972.

The New York Times newspaper earned 48 cents a share for the first six months of this year, against 22 cents for the same period last year. Subsidary operations earned 25 cents a share against 20 cents a year ago. The newspaper had six months revenues of \$124,486,000 against \$115,405,000 in 1972.

While six month revenues for the newspaper increased by 8 percent, the Times reported that the sharply improved earnings was due in large part to only a three percent increase in costs.

Revenues and earnings also benefited from a favorable advertising rate mix resulting from an increase in high-rate advertising linage, the paper reported. On April 20 of this year, ad rate increases of 5.5 percent became effective for all classifications in the daily edition of the Times. In 1972, a rate increase for comparable classifications became effective August 1.

Advertising volume for the first six months was 40,535,000 lines, a gain of 748,000 lines over the same period in 1972. Linage in the second quarter of 1973 increased 373,000 to a total of 21,081,000 lines.

Florida papers improve

The ten Florida newspapers owned by the company had six month revenues of \$6,773,000, compared to \$5,636,000 in 1972. Pre-tax earnings were \$1,949,000 against \$1,154,000 last year.

The Information Bank, the company's computerized system for storage and re-

computerized system for storage and retrieval of contents of the newspapers and magazines, began full commercial operation in May. There are now 15 subscribers, including corporations, government agencies, and other institutions.

Media General up

Media General today reported net income of \$1.30 per share for the first half of this year, up 37 percent from \$0.95 per share last year.

For the second quarter, per share net income was up 38 percent: \$0.73 this year versus \$0.53 for the same period last year.

Total net income in the first six months of this year was \$4,668,000 compared with \$3,419,000 last year, or an increase of 37 percent.

Total revenue, excluding discontinued operations, was up 16 percent over the same period: \$63,864,000 this year versus \$55,254,000 last year.

As these results indicate, there have been "significant volume gains in all major divisions of the Company," according to Alan S. Donnahoe, president.

In the first six months of this year, Media General reported a 13.1 percent gain in newspaper advertising linage and 10.4 percent in newsprint production.

Southam earnings rise

Southam Press Ltd. net earnings for the first six months of 1973 rose 31% to \$8,544,000 or 68.5 cents a share. The Toronto-based company's earnings were \$6,521,000 and 52.25 per share a year ago. Revenues from operations rose to \$86,777,000 from \$74,857,000.

Speidel reports record income

Speidel Newspapers Inc. of Reno, Nevada, reported record net income, classified advertising lineage, and daily circu-

In the six-months ending June 30, net income was \$2,795,700, up 13.3 percent. Classified ad linage was 739,092, up 16.5 percent. Average daily circulation was up 2.6 percent.

In addition, President Rolland Melton said earnings for the quarter ending June 30 were the highest in company history, rising 18.2 percent over the corresponding 1972 period.

Past Week's Range of Stock Prices

American Financial Corp. (OTC)

Booth Newspapers (OTC) Capital Cities Com (NYSE) Com Gorp. (OTC) Cowles Comm (NYSE) Dow Jones (OTC) Downer Comm (OTC) Gannett (NYSE) Harte Hanks (NYSE) Harte Hanks (NYSE) Harte Henrise (AMEX) Media General (AMEX) Media General (AMEX) Media General (AMEX) Multimedia (OTC) New York Times (AMEX) Panax (OTC) Post Corp. (WISC.) (OTC) Quebecor (AMEX) Ridder Publications (NYSE) Southam Press (CE) Speidel (OTC) Thomson Newspapers (CE) Time Inc. (NYSE) Toronto Star (CE) Washington Post (AMEX)	20	201/4
Cowles Comm (NYSE) Dow Jones (OTC) Downe Comm (OTC) Gannett (NYSE)	201/8 471/4/3 33/4 51/2 28 101/2 393/4 143/2 185/8 41/4 103/4 16 301/2 9 125/8 341/2 181/2	475/8
Downe Comm (OTC) Gannett (NYSE)	51/2	63/4
Gannett (NYSE)	28	291/2
	38	385/2
Harte Hanks (NYSE)	101/2	121/4
Knight (NYSE)	321/2	33
Lee Enterprises (AMEX)	143/4	431/ ₄ 151/ ₄
Media General (AMEX)	341/2	37
New York Times (AMFX)	1157	183/4
Panax (OTC)	41/4	41/4
Post Corp. (WISC.) (OTC)	103/4	13
Ridder Publications (NYSE)	16	161/2
Southam Press (CE)	301/2	311/4
Speidel (OTC)	9	95/8
Time Inc. (NYSE)	341/-	133/8 343/a
Times Mirror (NYSE)	181/2	195/8
Vachington Port (AMEX)	223/4	195/8
Washington Post (AMEX)	191/2	201/4
SUPPLIERS		
Addressgraph Multi (NVSE)	111/4 143/4 7/8 31/2	113/4
Alden Electronics (OTC)	7/0	1578
Altair (OTC)	31/2	31/4
Anglo-Canadian (CE)	121/2	123/4
B.C. Forest (CE)	171/4	175/
Berkey Photo (NYSE)	31/2 121/2 115/8 171/4 125/8	133/8
Boise Cascade (NYSE)	11	133/8
Compuscan (OTC)	22%	243/8
Crown Zellerbach (NYSE)	281/8	293/4
Cutler-Hammer (NYSE)	275/8	313/4
Digital Equipment (NYSE)	861/4	911/4
Domfar (AMEX)	211/8	911/8
Dow Chemical (NYSE)	531/2	543/4
ECRM (OTC)	12/8 11 22/8 8 281/8 27/5/8 86/4 211/8 53/7 18/8 81/4 1383/4 103/4 28/7 28/7 21/8 22/8 44/3/4	18%
Eastman Kodak (NYSE)	1383/4	1431/2
Ehrenreich Photo (AMEX)	103/4	103/8
General Electric (NYSE)	591/2	28 ¹ / ₂ 62 ¹ / ₈
Georgia Pacific (NYSE)	333/8	351/8
Grace, W. R. (NYSE)	22	221/4
Great No. Nekoosa (NYSE)	413/4	441/4
Harris Intertype (NYSE)	28 ¹ / ₂ 7 ³ / ₄ 34 ³ / ₄ 28 ³ / ₈ 40 4 ¹ / ₂ 29 ⁵ / ₈ 16 7 ³ / ₄ 83 ³ / ₄	
International Pages (NYSE)	73/4	315/8 77/8 375/8 31
Itek Corp. (NYSE)	283/8	31 78
Kimberly Clark (NYSE)	40	4074
LogEtronics (OTC)	205/	41/4 301/a
Milgo Electronics (AMEX)	16	185%
Millmaster Onyx (AMEX)	73/4	83/4
*Photon (OTC)	833/4	841/2
Richardson (NYSE)	13	13
Rockwell Intl. (NYSE)	293/8	293/4
Southland Paper (OTC)	48 1/8 1.45/ ₄	541/4 143/4
Southwest Forest Ind. (NYSE)	81/2	9¾ 175/8
Sun Chemical (NYSE)	165/8	175/8
White Consolidated (NYSE)	141/g	161/4
	48 1/8 145/8 81/2 165/8 147/8 141/8 107/8	103/8
Wood Industries (AMEX)		
Wood Industries (AMEX)	43/4	61/2
ADVERTISING AGENCIES Doremus (OTC)		
Washington Post (AMEX) Abitibi (CE) Addrestograph Multi, (NYSE) Addrestograph Multi, (NYSE) Addrestograph Multi, (NYSE) Alden Electronics (OTC) Altair (OTC) Angla-Canadian (CE) Bail Corp. (OTC) Bail Corp. (OTC) Borkey Photo (NYSE) Borse Cascade (NYSE) Compuscan (OTC) Crown Zellerbach (NYSE) Compuscan (OTC) Crown Zellerbach (NYSE) Dayco (NYSE) Dayco (NYSE) Dayco (NYSE) Dayco (NYSE) Dow Chemical (NYSE) Dow Chemical (NYSE) Dow Chemical (NYSE) Down (NYSE) ECRM (OTC) Eastman Kodak (NYSE) ECRM (OTC) Eastman Kodak (NYSE) ECRM (OTC) Eastman Kodak (NYSE) General Electric (NYSE) General Electric (NYSE) General Electric (NYSE) General Electric (NYSE) Grace W. (NYSE) Grace W. (NYSE) Harris Intertype (NYSE) International Paper (NYSE) International Paper (NYSE) International Paper (NYSE) International Paper (NYSE) Indender (NYSE) International Paper (NYSE) Indender (NYSE) International Paper (NYSE) International	131/4	131/4
Wood Industries (AMEX)	131/4 93/4	13/4
Wood Industries (AMEX) Doremus (OTC) Doyle, Dane, Bernbach (OTC) Foote, Cone, Belding (NYSE) Frank, Clinton E. (OTC) Grey Advertising (OTC)	93/4	9
Wood Industries (AMEX) Doremus (OTC) Doyle, Dane, Bernbach (OTC) Foote, Cone, Belding (NYSE) Frank, Clinton E. (OTC) Grey Advertising (OTC) Interpublic Group (NYSE)	93/4	9 9 14 ¹ / ₈
Wood Industries (AMEX) Doremus (OTC) Doyle, Dane, Bernbach (OTC) Foote, Cone, Belding (NYSE) Frank, Clinton E. (OTC) Grey Advertising (OTC) Interpublic Group (NYSE) Needham, Harper & Steers (OTC) Ogilyv, Mather (OTC)	93/4	9 141/8
Wood Industries (AMEX) Doremus (OTC) Doyle, Dane, Bernbach (OTC) Foote, Cone, Belding (NYSE) Frank, Clinton E. (OTC) Grey Advertising (OTC) Interpublic Group (NYSE) Needham, Harper & Steers (OTC) Ogilvy, Mather (OTC) PKL CO. (OTC)	93/4 5 9 133/4 91/4	9 14 ¹ / ₈ 11 18 ¹ / ₂
Wood Industries (AMEX) Doremus (OTC) Doyle, Dane, Bernbach (OTC) Foote, Cone, Belding (NYSE) Frank, Clinton E. (OTC) Grey Advertising (OTC) Interpublic Group (NYSE) Needham, Harper & Steers (OTC) Ogilvy, Mether (OTC) FKL Co. (OTC) J. W. Thompson (NYSE)	93/4 5 9 133/4 91/4	9 14 ¹ / ₈ 11 18 ¹ / ₂ 7/ ₈ 15
Wood Industries (AMEX) Doremus (OTC) Doyle, Dane, Bernbach (OTC) Foote, Cone, Belding (NYSE) Frank, Clinton E. (OTC) Grey Advartising (OTC) Interpublic Group (NYSE) Needham, Harper & Steers (OTC) Ogilvy, Mather (OTC) PKL Co. (OTC) J. W. Thompson (NYSE) Tracy-Locke (OTC) Wells Rich Greene (NYSE)	93/4 5 9 133/4 91/4	9 14 ¹ / ₈ 11 18 ¹ / ₂ 7/ ₈ 15 4 ¹ / ₂
Wood Industries (AMEX) Doremus (OTC) Doyle, Dane, Bernbach (OTC) Foote, Cone, Belding (NYSE) Frank, Clinton E. (OTC) Grey Advertising (OTC) Inferpublic Group (NYSE) Needham, Harper & Steers (OTC) Ogilvy, Mather (OTC) PKL Co. (OTC) J. W. Thompson (NYSE) Tracy-Locke (OTC) Wells Rich Greene (NYSE) "Trading suspension lifted 7/23.	93/4	9 14 ¹ / ₈ 11 18 ¹ / ₂ 7/ ₈ 15
Wood Industries (AMEX) Doremus (OTC) Doyle, Dane, Bernbach (OTC) Foote, Cone, Belding (NYSE) Frank, Clinton E. (OTC) Grey Advertising (OTC) Interpublic Group (NYSE) Needham, Harper & Steers (OTC) Ogilvy, Mather (OTC) J. W. Thompson (NYSE) Tracy-Locke (OTC) Wells Rich Greene (NYSE) *Trading suspension lifted 7/23.	93/4 5 9 133/4 91/4	9 14 ¹ / ₈ 11 18 ¹ / ₂ 7/ ₈ 15 4 ¹ / ₂

Plaque presented

Richard B. DeMars, president of United Way of Greater Indianapolis Inc., presented a plaque to the Indianapolis Star Magazine, in recognition of the magazines contribution to United Way's 1972 fund drive. The award, presented on behalf of the United Way of America, cited a magazine cover featuring last year's six-year-old campaign torchlighter.

Ad outlook by large retailers optimistic

By Jerome H. Walker, Jr.

Headquarter's spokesmen for Sears, Penney, and Ward gave new assurances last week that their appropriations for local newspaper advertising will either stay the same or be increased. The exception is Simpson-Sears of Canada, whose spokesman said the company was placing heavier reliance on broadcast at the expense of newspaper advertising.

The four retailers appeared together on a panel at last week's summer sales meeting of the International Newspaper Advertising Executives in Halifax, Nova Scotia. The panelists were: Gerald M. Byrne, director newspaper media services, Sears Roebuck, Chicago; John D. Flakne, retail promotion business manager and advertising business manager and advertising business manager, Montgomery Ward, Chicago; Kenneth M. Kaiser, sales planning manager, J. C. Penney Co., New York: and K. E. McGlade, general retail merchandise manager, Simpson-Sears, Toronto.

Christo Jackson, vicepresident, Newspaper Advertising Bureau, who was moderator of the panel, said the store executives represented a combined gross of \$365 million in newspaper advertising revenues.

Both Byrne and Kaiser answered affirmatively to the question: "Will newspapers' share of your local advertising dollar hold steady?" Flakne and McGlade gave negative replies. Flakne said Ward was stepping up its use of broadcast, but it would not come at the expense of newspapers. In fact, he said, the "increase in our dollar investment in newspaper space is more than in television." Print, he continued, will continue to be Wards most important medium with it getting 72 percent share of the total ad investment.

Newspaper negatives

On the negative side, McGlade said Simpson-Sears had already begun to decrease its newspaper ad budget. He said the S-S mix was raised from 7 percent to 20 percent in broadcast and lowered from 93 percent to 80 percent in print. The reasons for the heavier reliance on broadcast, he said, was that newspaper rates were becoming too expensive, circulation was not keeping pace in newer market areas, and poor quality reproduction.

areas, and poor quality reproduction.

Both Byrne, who is responsible for Sears' newspaper inserts and circulars, and Flakne prescribed ways newspapers could bolster their position as the prime medium. Byrne suggested newspapers provide him with smaller units of circulation measurement to make it easier to access metro market coverage and to relate it to Sears' sales areas. He suggested that the smaller areas conform to either census tract of ZIP code segments.

He noted that new Sears stores were being built or planned in places where customers are and not where newspaper circulation is the largest. The big problem at the present time is relating newspaper circulation to sales in order to best decide what and how much newspaper advertising to use.

Flakne called upon the newspaper ad executives to "seek ways to handle inserts on days customers want to use them." He also stressed the need for more "flexible distribution patterns" to suit Ward's coverage instead of the newspaper, and to solve the clutter problem.

He urged the admen to keep him and the ad agency informed about their markets and to provide new rate cards as soon as they are issued.

Ad budget discussion

In a discussion involving ad rates, Flakne and Kaiser emphasized the importance of knowing the dates when Ward and Penney make final approval to new ad budgets. Both men indicated their budgets are locked in after final approval is given and rate increases that come after that time result in reduced linage. Kaiser said the 1973-1974 Penney budget would be set in October while Flakne said his company's budget would be finalized on July 26.

The retailers shed some inside corporate thinking on other areas of major concern to newspaper sales personnel in answering a list of questions compiled by Jackson from those suggested by members of the INAE's retail advertiser relations committee. The panelist was required to give either a straight 'yes' or 'no' answer to the question. In most instances, the retailers qualified their reply with a clarifying explanation. The questions and how

they were responded to follow:

Will there be more local advertising for catalog merchandise? Yes—Kaiser, McGlade; No—Flakne, Byrne.

Will your advertising sales ratio be increasing? 4 No.

Do you encourage participation in plaza ad promotions? Yes—Kaiser, Flakne.

Kaiser said Penney will go along with the shopping center promotion if it serves to draw customers to the stores and not just to the plaza. No—McGlade, Byrne.

Local media mix

For a specific promotion does a mix of local media work better than one medium? Yes—Kaiser, Flakne, McGlade; No—Byrne.

Does a page of ROP advertising work harder than a page in a preprinted insert? Yes—Kaiser, McGlade; No—Flakne, Byrne.

Kaiser said he strongly recommends the use of ROP over insert ads.

Will the newspapers' share of your local advertising dollar hold steady? Yes—Kaiser, Byrne; No—Flakne, McGlade.

Does your headquarters, or regional

Does your headquarters, or regional territorial office exert important influence locally? 4 Yes.

Do you find Total Market Coverage desirable? Yes—Kaiser, Flakne, McGlade; No—Byrne.

Do you see an increase in local store preparation production of your ads? 4 No.

Are locally-edited Sunday rotomagazines a useful ad medium? Yes—Kaiser, Flakne, Byrne; No—McGlade.

Will classified advertising become important to you for selling merchandise? 4 No.

Is your overall ad budget a percentage function of projected sales or of last year's sales? Yes—Flakne, McGlade, Byrne; No—Kaiser.

Are most of your local newspaper ad

(Continued on page 28)



NO, IT'S LIKE THIS—Only Richard Carpenter (right), Philadelphia Bulletin, pays heed to photographer, as other International Newspaper Advertising Executives Association members have attention distracted. From left, Thomas Crowe, Indianapolis Star & News, and INAE president; Tom Gormley, Cincinnati (O.) Enquirer, INAE first vicepresident, and Jim Urbanski, Tampa (Fla.) Tribune & Times. Carpenter is executive vicepresident of INAE. All attended INAE conference at Halifax, Nova Scotia.

SAMPLES GAIN NEW ACCEPTANCE BEING TESTED

In the face of lowered newspaper resistance to the idea of product sample inserts, a national sampler campaign is being scheduled for January, 1974. Until then, local tests of the technique will continue.

Many newspapers had rejected the idea of inserted samples following the controversial 1971 Persona razor blade campaign. But recent tests in major markets indicate that much of the resistance has passed.

Companies involved in the sampling process are currently at work to develop a reliable envelope for handling liquids. Many newspapers which will accept solid-packed envelopes will not now accept liquid-filled envelopes for fear they may burst during insertion.

Advertisers and manufacturers seem willing to use the sample technique, however. Young & Rubicam's "Super Saver," a multi-purpose insert introduced earlier this month (E&P, July 14), is designed to handle samples.

Development of the more reliable liquid envelope would give the sample field "fantastic range," according to Marketing Showcase, Inc. president Norman Alshooler.

Working with the New Jersey-based Samplers, Inc., Marketing Showcase has developed insert tests for several manufacturers within the past year. Major test runs of the sampler idea have occurred in Boston, Buffalo, Rochester and on New York's Long Island.

Major manufacturers such as General Foods and Nestle have been involved. The tests have been in market areas of from 500,000 to 2 million, and these tests will continue through the rest of 1973.

Samplers Inc., founded in 1967, has already introduced consumers to instant coffees, beverage mixes, salad dressing mixes, and various cosmetic aids.

The tests thus far have involved usually two envelopes of the product, because according to Samplers vice president Stuart Lollis, the consumer can "make a fairer evaluation" of a product with two samples

Most sampler tests have also included refundable coupons. Samplers, Inc. affixes the pre-packaged samples to the manufacturer/advertiser-supplied insert. Alshooler said if it was not for the reluctance of "a few of the major newspapers," samplers would have a circulation more than double its present estimated 15 million.

Although Samplers Inc. has prepared samples for magazines, newspapers are the preferred medium for advertisers because "by their nature (they) are a very flexible vehicle and also can be easily tested at low cost," according to Samplers vp Lollis.

President David Ganly of Samplers called the single product insert "unique and dramatic." But both men, and Marketing Showcase officials now recognize the potential for co-op ventures into the sample field. Ganly says the co-op approach would cut the cost for each manufacturer/advertiser.



REPRESENTATIVE GROUP—Ted Parmelee, seated center, the outgoing president, is surrounded by the newly-elected officers of the American Association of Newspaper Representatives. Seated, left to right, are executive vice president, Edward Kroepke, New York Daily News; Mr. Parmelee, Knight Advertising Sales; and James Sykes, Sawyer, Ferguson & Walker. Standing from left are newly-elected directors Charles Healy, Cresmer, Woodward, O'Mara and Ormsbee; Howard Story Jr., Story, Kelly and Smith; Ted Rathbone, Mathews, Shannon & Cullen; Thomas Clancy, Chicago Tribune-Today; and treasurer, Clark Akers, Los Angeles Times.

Newspapers that have handled the product insert have generally responded favorably to it. Nestle placed an insert in the Boston Herald-American last Fall for Decaf coffee.

James Garrett, Boston Herald Traveler ad manager described the insertion as most satisfactory. He said there were "no negative repercussions" from the use of product sample.

But he said the idea was new, and "with something new, we look at it closely." Garrett said the paper would "judge each product, each advertisement, on its own merits."

Nestle described the September test as part of "an overall test of different methods of advertising and of putting products before the consumer." A spokesman said in addition to the sample, Nestle had also tested co-op ads, and direct mail techniques. "Unofficial reaction" had been favorable, according to the spokesman.

And he said other Nestle product managers had spoken of using the techniques.

The Buffalo (N. Y.) Courier-Express and the Rochester (N. Y.) Democrat-Chronicle both carried a General Foods/Maxwell House product insert March 25. In Buffalo, the paper charged an extra \$1,000 over regular costs for handling the insert.

In both Rochester and Buffalo, ad managers said early delivery of the insert was essential. Rochester Democrat-Chronicle general advertising manager Wilber Hanks said he had only "one reservation—get inserts here (to the plant) as soon as possible."

The Democrat-Chronicle requires inserts to be on hand 10 days prior to insertions, while in Buffalo, pre-insertion time is 14 days. Courier-Express general ad manager Larry Murray said the paper would treat each proposed insert on a "sight-seen basis." At present, he would reject any "ketchup and mustard inserts," for fear the envelopes would burst on stuffing.

450 newspapers, with a total circulation of nearly 51 million, distribute a total of 556 separate Sunday magazines, according to a Newspaper Advertising Bureau survey.

But the Bureau acknowledges some newspapers carry more than one Sunday magazine, and thus overall circulation is 56 million.

The largest share of market is held by three magazines. Family Weekly appears in 289 newspapers, with a total of nearly 10 million circulation.

Parade, while appearing in 103 newspapers, reaches a total of more than 18 million readers. Sunday Metro, the network of locally-edited Sunday magazines, is carried in 51 newspapers, with a circulation of 23 million.

Ten independent magazines garner another 5 million readers. In Canada, three magazines, "Weekend," "The Canadian," and "Perspectives," account for 4.7 million circulation.

"Tuesday" and "Tuesday at Home," the black-oriented magazine, is carried by 23 newspapers, with a total circulation of 4.6 million readers.

(Continued on page 18)

Illinois entitled to jurisdiction in Tribune case

U.S. District Judge Bernard M. Decker of Chicago has denied a motion of Joseph M. P. Albright, which sought to block action by eight trustees of the McCormick-Patterson Trust to postpone voting on proposed amendments to Tribune Company's charter and bylaws.

The trustees' suit was filed against Joseph Medill Patterson Albright and Josephine Patterson Albright (E&P, April 14) after the Albrights had opposed bylaw changes. Effect of Judge Decker's ruling is that the suit can be heard in

illinois.

The Albrights, denied a motion to restrain the trustees by the New York Supreme Court, challenged the personal jurisdiction of the trustees in Illinois. Judge Decker held that there are several reasons why the eight trustees do have personal jurisdiction in Illinois.

In the suit filed by the eight, the court was asked to rule that they are legally empowered to vote all of the shares of Tribune Company's stock owned by the trust. The trust holds 53 per cent of

Tribune Company stock.

Judge Decker's decision held that jurisdiction is in Illinois because the trust consists entirely of shares of stock in Tribune Company, which stock, together with the trust's books and records, are located in Illinois, as is the Tribune Company's headquarters and principal place of business.

Has Chicago bank account

The judge also decided that Josephine Albright, a resident of Vermont, is a former resident of Illinois, maintains a bank account in Chicago and has received dividend checks from the trust since 1941. These checks are sent directly to her Chicago bank and deposited to her account.

Joseph Albright has received trust dividend checks since 1967. Albright campaigned in 1971, according to Judge Decker, to succeed a trustee who had died. He solicited support for his candidacy and demonstrated interest in the trust, although his campaign was not successful.

When an April 12 annual meeting drew near and proxy statements were dispatched containing proposed amendments to the charter and bylaws, which had been proposed by the trustees, the Albrights objected to the trustees' intention to vote all of the trust's shares of stock in favor thereof.

The Albrights contended in a letter to the trustees: "We believe the only appropriate course is to have the proposed amendments withdrawn at this time and allow the usual process of shareholder votes to determine the method of electing directors, changes in authorized shares and other charter amendments to take place in due course after termination of the trust when the trust beneficiaries will

be empowered to vote their own shares."

The Albrights also claimed that the purpose of at least some of the amendments was to discourage any attempts to change management. It was contended, too, that the amendments would decrease the value of Tribune Company shares which would be distributed to trust beneficiaries when the trust is terminated in 1975.

When the trustees received the Albrights' letter in Illinois, it was construed as a precursor of a lawsuit by the beneficiaries to prevent the trustees from voting in favor of the amendments. Accordingly, the plaintiffs, Ruth Elizabeth McCormick Tankersley, et al, filed the instant declaratory judgment action, which seeks a ruling that they are legally empowered to vote the shares in favor of the amendments, and that such action does not constitute a conflict of interest, either in their capacity as trustees or as directors of Tribune Company.

The heart of the controversy engendered by the defendants, Judge Decker said, is best characterized by the defendants themselves in the suit filed by them in New York where they allege that the trustees of the McCormick-Patterson Trust had caused themselves and their spouses to be elected directors of Tribune Company and its subsidiaries and thus had gained absolute voting control of the board of directors.

The activities of the defendants all evidence a serious and continuing concern for the proper management of the trust and the Tribune Company, Judge Decker said.

It is the court's opinion that the defendants have had sufficient "minimum contacts" with the trust in the state of Illinois to confer personal jurisdiction.

"Under these circumstances, there can be no offense to the traditional notions of fair play and substantial justice to require these two defendants (Albrights) to litigate their grievances in Illinois rather than in New York where neither of the defendants reside," Judge Decker said.

Illinois, he further held, clearly has a legitimate interest in affording plaintiffs access to its courts to settle an existing controversy over the proper administration of the trust located in Illinois.

Fights IRS action

Hank Greenspun, publisher of the *Las Vegas Sun*, intends to fight an order by the Internal Revenue Service to pay more than \$1.6 million in income taxes.

Greenspun said he will carry a suit to the United States Supreme Court if necessary. The IRS said the \$1.6 million constitutes taxes owed on more than \$2.25 million alleged income during the time period of a \$4 million loan from the Hughes Tool Co. to Greenspun negotiated in 1967. The loan was renogiated in 1969.

The publisher denied that the IRS tax suit was related to a recent IRS attempt to obtain documents in his possession dealing with the business operations of the Howard Hughes empire. Hughes owns Hughes Tool Co.

NLRB reverses its own ruling in Guild case

The National Labor Relations Board has reversed its own ruling upholding the certification of the Newspaper Guild as bargaining agent for editorial employes at the *Knoxville* (Tenn.) *Journal*.

The newspaper had refused to bargain with the Guild, claiming that the election in August, 1971, giving the Guild a 20-19 victory, was invalid. NLRB gave certifica-

tion on June 8, 1972.

The company based its claim on the allegation that one Stewart Judkins was not eligible to vote. The board's decision of October 27, 1972, denied the contention and ordered the paper to "cease the illegal conduct and bargain with the Guild on request." On later reflection, however, the board decided to reexamine its prior decision because the eligibility issue raised a "close legal and policy question."

Judkins had tendered his resignation and given 2-week notice about August 1, 1971, some two weeks prior to the August 12 election. On August 10 he received his final paycheck and did not appear for work after that date. Two paid holidays prior to August 10 were included in his paycheck. The payroll period ended Satur-

day, August 14.

The Journal challenged his vote, but the regional director concluded that the employe was an eligible voter. Since the two paid days were taken August 11 and 12, and Friday and Saturday were days off, therefore Judkins was still on the employer's payroll on the day of the election.

The board's decision of June 26, vacating the order said that "Judkins, who did not work election day, was not eligible to vote even though he was paid for the day and considered on the payroll. As the ballot could have affected the results of the election and as the commingling of his ballot with six others makes it impossible to determine how he voted, we conclude that the union's majority has not been properly established, and therefore, should not have been certified."

Miss. daily sold

Mrs. King Merritt, president of the Commonwealth Publishing Co., announced the sale of the *Greenwood* (Mississippi) Commonwealth to Emmerich Enterprises, a corporation owned by the publishers of the McComb Enterprise-Journal, on July 13.

The Commonwealth has been published by the Gillespie family for three generations. Sumter Gillespie, publisher of the paper for 35 years, died January 4. Since that time, the newspaper had been operated by his widow, Mrs. Merritt, and, his daughter, Mrs. David Bready.

Succeeding Mrs. Merritt's position as president is John O. Emmerich, Jr. New vicepresident replacing Mrs. Bready is Oliver Emmerich, publisher of the Enterprise-Journal. Frank Long will continue

as general manager.

ANOTHER FIRM BET OF \$45½ MILLION ON THE FUTURE OF

terrific



Mr. Rex Frates President

Frates Properties, Inc. built, had under construction, or announced more than FORTY-FIVE and A HALF MILLION DOLLARS in projects in the Tulsa area in 1972. Included were plans for the Post Oak Park office complex

The Frates Companies have operations in Dallas, Houston, Oklahoma City, El Paso, San Antonio, Austin, Columbus, Cincinnati, Cleveland, St. Louis, Denver, Atlanta, Miami, Calgary and Little Rock.

Rex Frates, President, says that of all their markets Tulsa, with its diversified industries and the new Barge Canal, is certain to be one of the fastest growing markets in the nation.

Why don't you bet on Tulsa?... Plan your sales campaigns in its lively and leading media



AMA has Rx: open meetings healthy for all

The nation's medical news reporters are in healthy shape today, says the American

Medical Association.

The ones who really need a dose of public medicine are the editors of a few professional journals who are trying to discourage doctors from giving news to the press.

Dr. Ernest B. Howard, executive vice president of the AMA, gave his diagnosis this way before the National Association of Science Writers in New York City

June 26:

Editors of journals attacked

"In the last few years all of you have observed a trend toward stifling press coverage of papers presented at scientific meetings. This has been brought about by a few editors of professional journals who have announced policies of rejecting for publication papers that have been covered in the press. All of you most likely have encountered speakers who were reluctant to provide a text of their papers, or to submit to an interview, because they feared that publicity would knock them out of possible publication in a journal."

The AMA executive, however, stressed that "the AMA does not agree with this policy. The AMA does not feel that press coverage, even in some detail, interferes with formal publication at a later date. The AMA feels that press coverage helps bring the report to the attention of the medical profession much faster than through regular journal channels. The press report serves to draw much more attention to the formal paper when it

finally is published in a journal, often a year or more later."

Magazines 'cured' cancer

Dr. Howard believes "lay press coverage of medicine today is a far cry from the past era in which the national magazine cured cancer half a dozen times a year in irresponsible articles. The United States today has a knowledgeable, sophisticated medical press corps; a group of writers who know how to cover medicine, to screen out the dubious claims and to get the facts straight, and in proper perspectives. Press coverage of scientific medical meetings makes for an American public that is better informed about their health."

In stressing the importance of the AMA "open meeting" policy, he added: "We think this policy has paid off. We believe that the press knows about the AMA in considerable detail. Those writers who cover us regularly know why the doctors act as they do. Sometimes, you as individuals don't agree with the policy stands of the AMA. But you do have an understanding of the processes involved in setting those stands."

Dismiss Journal suit against craft unions

Federal Judge John W. Reynolds dismissed a lawsuit July 12 brought by the Journal Company, publishers of the *Milwaukee Journal* and *Sentinel*, against 10 craft unions, after all parties agreed to the dismissal.

The Journal Company claimed in the suit that the failure of 600 union members to show up for work on two days in 1970 breached labor contracts. At the time, electrical workers, who were not named in the suit, were on strike and had set up picket lines outside the Journal building.

How to get clipped . . . and enjoy it!

Run a coupon ad in Altoona, and you'll be delighted with the blizzard of response. Isolated, compact "Test-Town, Pa." gives you 'the works' with just one test medium, the ALTOONA MIRROR, read by 98% of Altoona families, 4 out of 5 in the market.

For details about a schedule in Altoona, call Richard E. Beeler, Advertising Manager, at 814-944-7171. We deliver Altoona

ALTOONA PENNSYLVANIA'S ONLY DAILY NEWSPAPER

EL toona Sirror

Winnipeg Free Press challenges Guild okay

The Winnipeg (Manitoba) Free Press has instituted court action seeking to overthrow a ruling by the Manitoba Labor Relations Board certifying the Newspaper Guild as bargaining agent for 167 editorial and advertising employes.

The newspaper charges that the labor board has not been properly constituted by law since the departure of chairman Murdoch MacKay who resigned to become a New Democratic Party candidate in the

province's June 28 elections.

The newspaper also charges that the remaining board members were subject to "undue influence of such a nature as to constitute bias" because of public support of the Guild application as bargaining agent by Labor Minister Russell Pauley.

Certification was made July 9, giving the Newspaper Guild its first local in the province. Members of five Canadian locals assisted in the organizing drive.

Ad mill

(Continued from page 15)

The Bureau survey, "The Best Day/ Sunday," describes Sunday magazines as an ideal advertising forum. It says Sunday is newspapers' largest circulation day, and that 90 percent of the total Sunday audience is reached at home.

The survey also lists other Sunday magazine strengths, including high coupon redemption, excellent reproduction and trade tie-ins with other ads and displays.

Ad complaints upheld

In two decisions announced July 10, the National Advertising Review Board upheld complaints against print ads placed by Ford Motor Co. and the Marathon Oil Company. In both cases, the advertisers have agreed to modify the offending ads.

Ford's Lincoln-Mercury division was responsible for the ad, which appeared both in print and on tv. The ad made claims for consumer preference for Lincolns, based seemingly on the results of a test of

100 people.

Marathon agreed to more fully explain the conditions of a money-back guarantee in future ads. Ford agreed to modify the ad in question, so as to make test results clearer.

Of a total 541 cases brought before the Review Board, 171 have been dismissed, while another 108 complaints have been upheld.

Newspaper ad pays

Within a month after a single ad appeared in children-oriented Mini-Page, Hunt-Wesson Foods had received 30,000 entries from the insert contest offered in the ad.

The insert was part of an offer to pay each winning child \$10 if his or her interpretation of a Reddi-Wip ad was used on the Mini-Page. The insert appears in 172 daily and Sunday papers, with a circulation of over 9,500,000 homes.

Eight winners, ages 6-12, were chosen.